

Overview

By

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POSHAN Abhiyaan

PM's Overarching
Scheme for Holistic
Nourishment



सही पोषण – देश रोशन

Background

- ❑ Setting-up of POSHAN Abhiyaan (National Nutrition Mission) - Approved on 30.11.2017.
- ❑ Budget of ₹ 9046.17 crore [FY 2017-18 to FY 2019-2020]
- ❑ BE for 2017-18: Rs. 1100 crore; RE: 550 crore; Released : Rs. 584 crore (as on date)
- ❑ BE for 2018-19 is Rs. 3000 crore
- ❑ All States and Union Territories- Targeted in a phased manner

Year	States/districts to be covered
2017-18	315 common districts identified in the descending order of prevalence of stunting from amongst 201 districts identified by NITI Aayog on the basis of National Family Health Survey-4 data, 162 ISSNIP districts and 106 districts of Scheme for Adolescent Girls.
2018-19	235 districts based on the status of under-nutrition in various States/UTs to be identified generally based on prevalence of stunting.
2019-20	Remaining districts of all 36 States/UTs.

Source of Funding

Year	Total cost NNM (Rs. in crore)	GOI share without EAP. (Rs. in crore)
2017-18	2602.75	819.87
2018-19	3526.08	1110.71
2019-20	2917.34	918.96
Total	9046.17	2849.54

- 50% funding through Gross Budgetary Support as per applicable cost sharing ratio between the Centre and the States (i.e. 60:40 for States & UTs with legislature; 90:10 for North-Eastern States & Himalayan States and 100% for Union Territories without legislature).
- 50% Externally Aided Project (EAP) funding through IBRD (International Bank for Re-construction and Development)/ Multi-lateral Development Banks (MDBs).

Convergence Action Plan (CAP)

National Council

To report to PM every 6 months.



State Convergence Plan

Chaired by Senior most Principle Secretary. Finalised by end Jan.



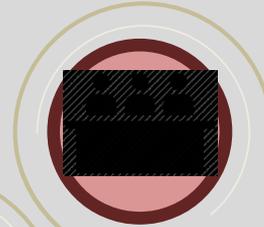
Block Convergence Plan

Chaired by SDM -
Finalized by 15th Dec for next year.



Executive Committee

Headed by Secretary, MWCD.
Meets quarterly - First meeting held on 13th March 2018



District Convergence Plan

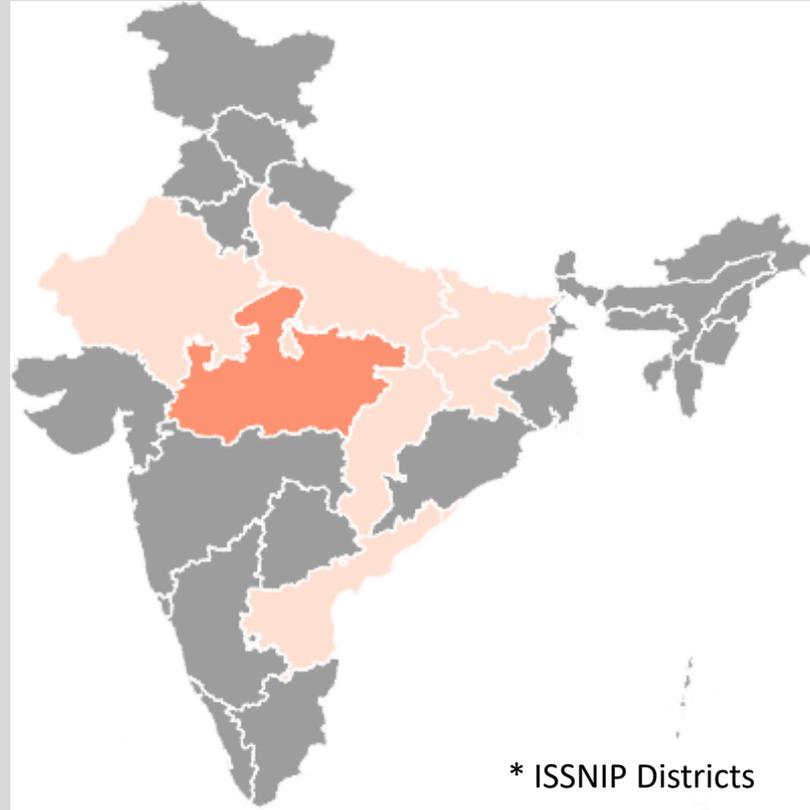
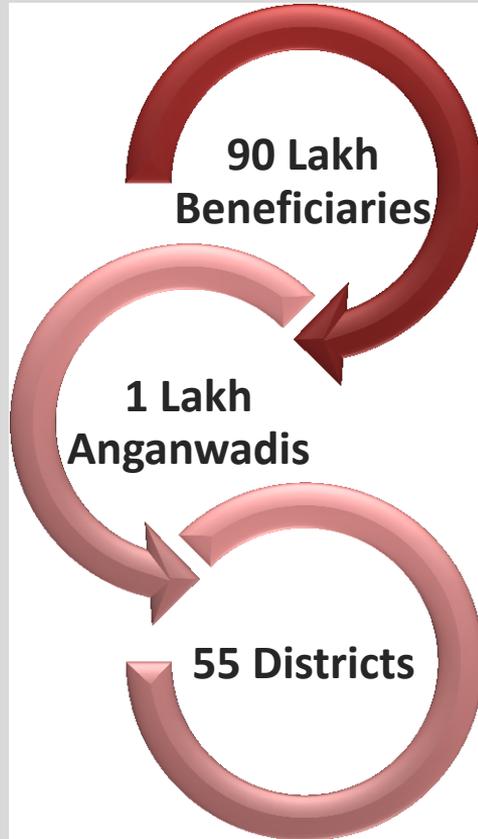
Chaired by DM/DC/Collector -
finalized by 31st Dec for the next year.
Meets Quarterly.



Village Level

VHSN Day

POSHAN Abhiyaan: Present Reach (ICDS-CAS*)

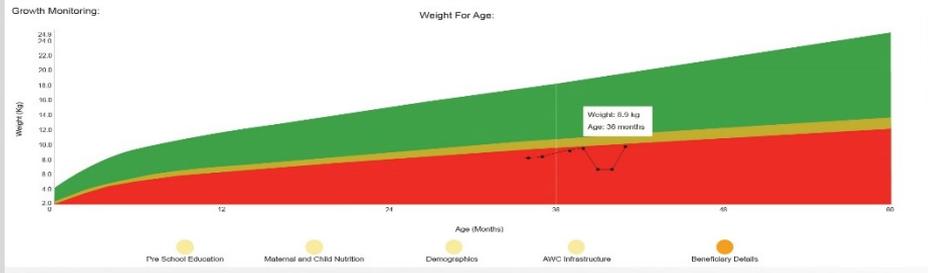


ICDS-CAS

- The Mobile Application Automates & Digitises the entire Work Flow of the AWW.
- Removing the need to maintain physical records/registers.
- Increasing efficiency and Delivery of Services.

- Works in Offline Mode
- Multi Lingual/Regional Language
- Automation of 10 AWC Registers
- Alerts for Service Delivery – Dues List
- Nutrition Indicators for respective Catchment Area
- SMS Alerts to Beneficiaries and AWWs





ICDS-CAS Dashboard

Fact Sheets > Nutrition Indicators

Month: [dropdown] Additional Filters: [dropdown]

Indicators	Dec-2017	Jan-2018	Feb-2018	National
Nutrition Status of Children				
Weighing Efficiency (Children <5 weighed)	36.36%	36.55%	40.95%	38.08%
Total number of un-weighed children (0-5 Years)	34,75,706	38,85,062	38,47,487	--
Children from 0 - 5 years who are severely underweight (weight-for-age)	3.00 %	2.50 %	2.36 %	2.59 %
Child Feeding Indicators				
Percentage of children who were put to the breast within one hour of birth.	56.36%	61.16%	71.12%	71.12%
Infants 0-6 months of age who are fed exclusively with breast milk.	55.93%	54.90%	53.58%	53.56%
Children from 6 - 24 months complementary feeding	70.53%	71.79%	76.04%	75.98%
Nutrition Status of Pregnant Women				
Women eating an extra meal during pregnancy	76.83%	76.22%	77.52%	77.39%
Pregnant women in 3rd trimester counselled on immediate and exclusive breastfeeding during home visit	57.29%	56.01 %	58.08 %	57.91%





Call Centre

- Centralised Call Centre being established.
- For Monitoring, Grievance Redressal & Interventions.
- Incoming Toll Free number.
- OPEX Model – Outsourcing.
- Supply Order Placed.
- Training underway.

Incremental Learning Approach

Guidelines

- Implementation Guidelines Issued.
- Need to be translated at State Level.

Training Modules

All 21 ILA Modules available on Website.
Translation & Printing to be carried out at State Level.

Training

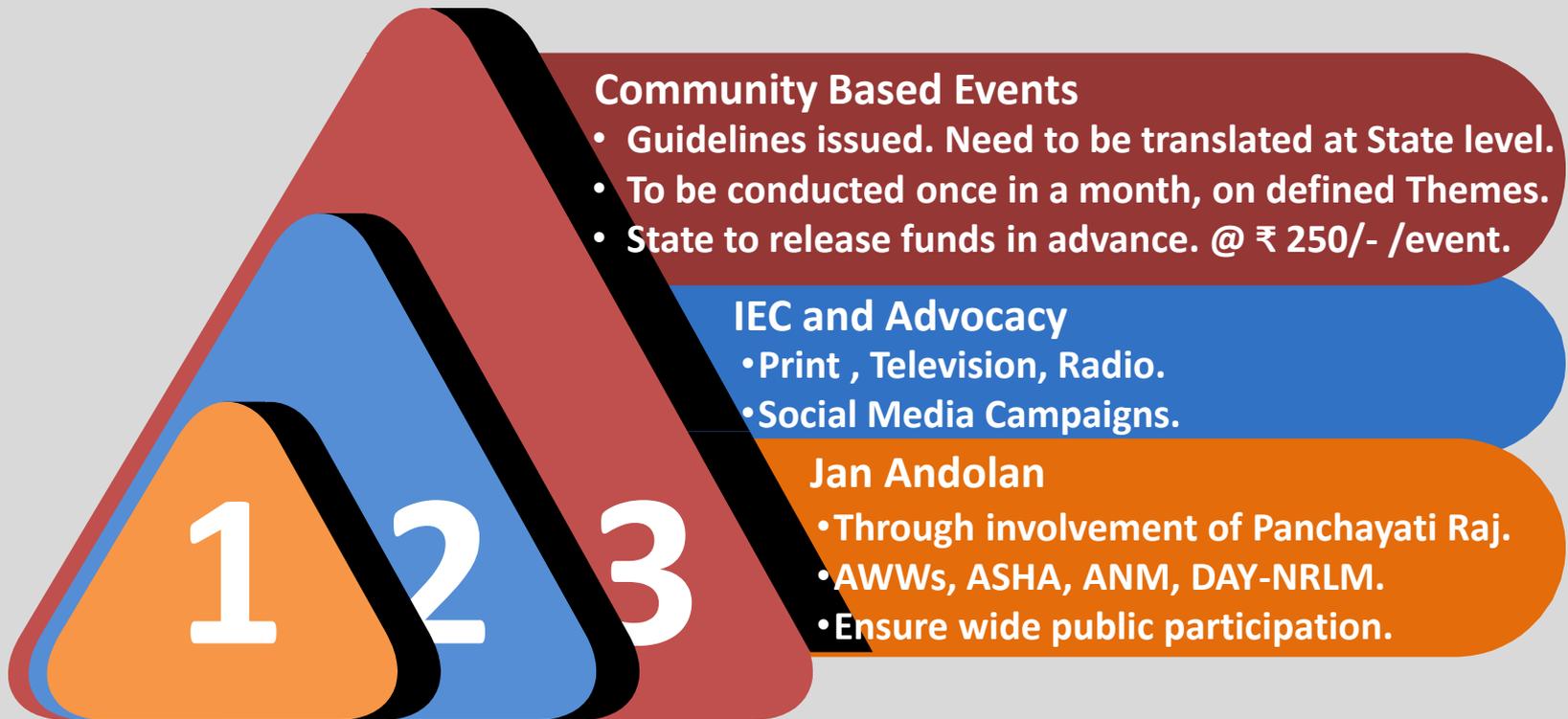
- Nominate Master Trainers.
- Prepare Micro-Training Schedule.

e-ILA

- ILA modules for training on Mobile App.
- Web based application for evaluation.



Community Mobilization and Behaviour Change Communication (BCC)



Innovation, Incentives, Flexi-Funds

Flexi -Funds

- Provided at State Level.
- To cater for regional peculiarities.
- Provides flexibility to States.

Innovations

Based on experience and identification of Gaps, funds earmarked for development and implementation of innovations.

Incentives

State Level

- Annually.
- On achievement of goals.
- Scaled as per population size.

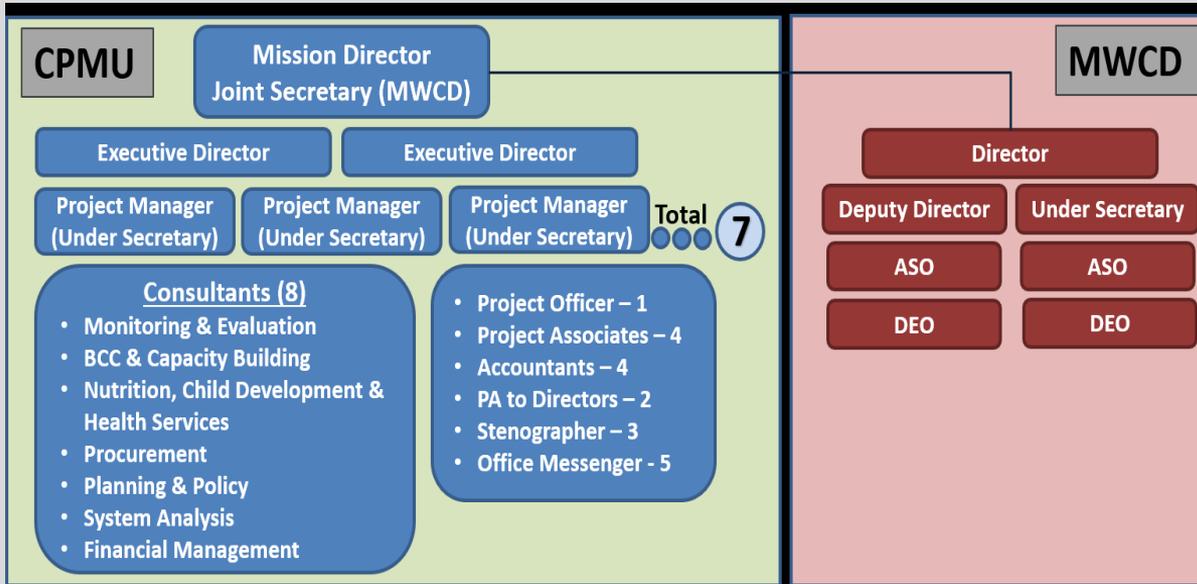
Cash Award to Frontline Functionaries

- Annually.
- Corpus of ₹ 150 Crore.
- Performance based.
- Includes AWWs, LS, ASHA, ANM

AWWs for ICDS-CAS

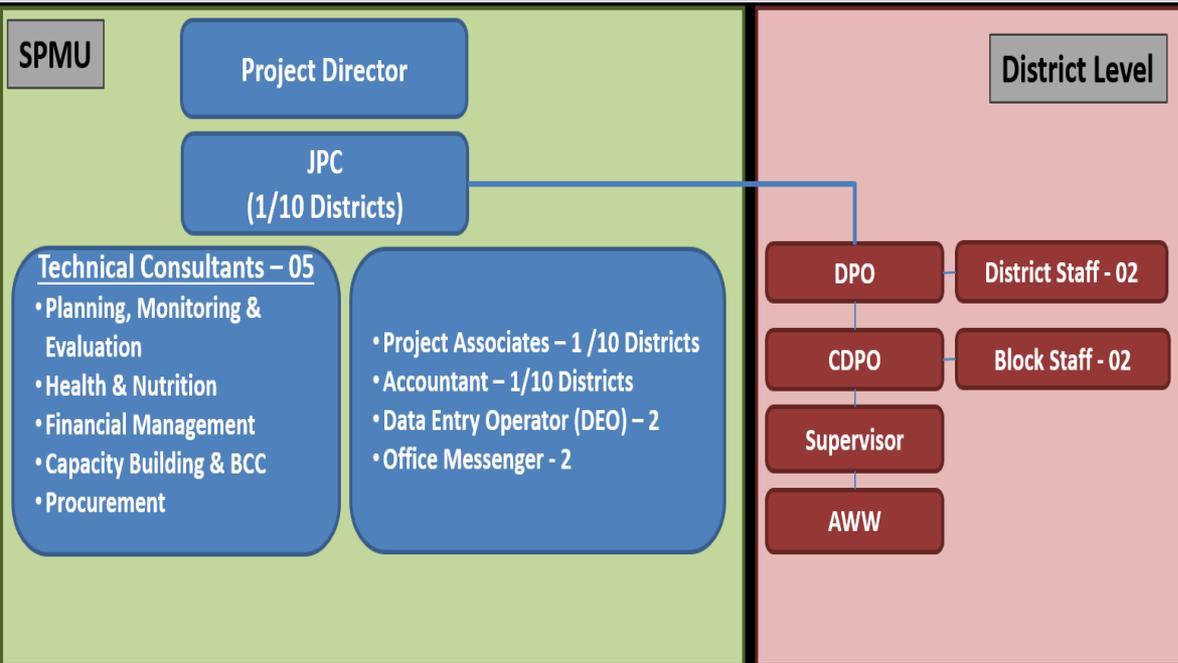
- Monthly - ₹ 500/-.
- Performance based.

Organisation Set-up: CPMU



Position	Total under NNM	Mode of Recruitment
Mission Director	1	[AS/JS (ex Officio)]
Executive Director	2	deputation
Project Managers (Under Secretary level)	7	Deputation
Technical Consultants	4	Contractual
Other Consultants	4	Contractual
Project Officer (Section Officer level)	1	Deputation
Project Associates (ASO level)	8	Deputation
Accountants	4	Contractual
PA to Project Director	2	Contractual
Stenographers to US	3	Contractual
Office Messenger/Peon	5	Contractual

Organisation Set-up: State Level



Position	No.in each State/UT	Mode of Recruitment
State Project Director	1	Ex Officio
Joint Project Coordinator	1 per 10 districts #	On deputation
Specialists	5	Contractual
Accountant	1 per 10 districts #	Contractual
Project Associates	1 per 10 districts #	Contractual
Secretarial Assistant/DEO	2	Contractual
Office Messenger	2	Contractual
District Coordinators	1 per District	Contractual
Project Assistants	1 per District	Contractual
Block Coordinators	1 per Block	Contractual
Project Assistants	1 per Block	Contractual

(Minimum 1 per State/UT)

Key Takeaways from EC Meeting

India Nutrition Report to be released every year after a detailed survey.

NFHS 2018 Survey to act as baseline data for POSHAN Abhiyaan.

To work towards synergising Nutrition components across Line Ministries.

Synergising frontline functionaries and volunteers across schemes for creating a Jan Andolan for POSHAN.

For special focus on the deprived sections of the Society including Tribal belts, District Collectors will hold a detailed survey of the people who are outside the Anganwadi System.

Best practices of states across the country which are successful in reducing Stunting, Anaemia and Malnutrition - to be studied and successful models to be adopted at National level.

Key Emerging Issues

POSHAN Abhiyaan

PM's Overarching
Scheme for Holistic
Nourishment



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Key Emerging Issues

Home-based Neo New Born Care (HBNC)+ Home-based Care for Young Child (HBYC): Guidelines Issued by Ministry of Health and Family welfare.

Anemia Mukh Bharat – MoH&FW

De-Worming: Covering entire Population in Pulse Polio Mode.

Comprehensive & Mandatory Fortification of Food – including Bio-fortification through Conventional Plant Breeding.

Adhaar: Ensuring Transparency and Deduplication.

LGD: Ensuring coverage of each village/town/city.

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POSHAN Abhiyaan Roll-Out
Progress so far

State/UT wise Status : Phase-I

State	Districts	M. App	Trans	Master Trainer
A & N ISLANDS	1	269		4
ANDHRA PRADESH #	10	43616		NA
ARUNACHAL PRADESH	1	70		5
ASSAM	5	12166		24
BIHAR #	37	110873		134
CHANDIGARH	1	450		4
CHHATTISGARH #	12	23926		40
DADRA & NAGAR HAVELI	1	303		4
DAMAN & DIU	1	40		4
DELHI	2	4823		11
GOA	2	1258		16
GUJARAT	10	17296		45
HARYANA	2	2195		21
HIMACHAL PRADESH	4	6281		22
JAMMU & KASHMIR	2	742		4
JHARKHAND #	18	28526		48
KARNATAKA	9	19162		38
KERALA	3	7186		18

State	Districts	M App	Trans	Master Trainer
LAKSHADWEEP	1	107		4
MADHYA PRADESH #	37	72290		98
MAHARASHTRA #	22	64592		95
MANIPUR	2	1619		10
MEGHALAYA	5	2279		24
MIZORAM	2	428		13
NAGALAND	2	667		9
ODISHA	11	26296		48
PUDUCHERRY	1	9		12
PUNJAB	4	4598		26
RAJASTHAN #	24	46497		64
SIKKIM	1	316		6
TAMIL NADU	5	7570		24
TELANGANA	3	9868		52
TRIPURA	1	1272		4
UTTAR PRADESH #	64	165902		86
UTTARAKHAND	4	7698		18
WEST BENGAL	6	31720		28
# ISSNIP States				1069

Progress Made

Allotment of Funds to States

- ₹ 58460 lakhs in FY 2017-18

POSHAN Abhiyaan Website

- <http://icds-wcd.nic.in/nnm/home.htm>

EAP (World Bank)

- Negotiations for USD 200 Million concluded.
- Loan Sanctioned by World Bank.

Launch of e-ILA and ECCE

- On 20th March 2018
- www.e-ILA.gov.in

- D.O. letter from Cabinet Secretary to Chief Secretary States on POSHAN Abhiyaan Launch.
- Joint Directive from Ministries - MoH&FW, MoPR&RD, MoDW&S, MoW&CD, DoSE for Jan Andolan on POSHAN Abhiyaan.
- Joint D.O. Letter from Secretary MoW&CD and MoPR&RD – Host Nutrition based activities from Ambedkar Jayanti (14th April) to Panchayati Raj Day (24th April).

Progress Made

Creation of Posts for NNRC-CPMU

- Posts advertised.
- Applications received, under process.

Appointment of Nodal Officer by States/UTs

Training of Master Trainers

- Master Trainers Trained on Mobile Application
- From 6th to 9th March 2018.
- Across 44 Locations in the Country.
- A total 1000+ trained.

Guidelines and Manuals

- Administrative Guidelines.
- ICDS CAS – 10 Manuals
- CBE & ILA Guidelines.
- 21 ILA Modules.

All Guidelines and Manuals Printed in Hindi and English – Being dispatched to States/Districts

Progress Made

First **Executive Committee** Meeting held on 13th March 2018.

National Workshop on POSHAN Abhiyaan

- Conducted on 20th March 2018
- 200+ Participants from States/UTs.

MoU with Tata Trust

- 315 **Swasth Bharat Preraks** to be deployed across districts.
- Orientation Training for first 40 Preraks – 12th to 14th April 2018.
- Preraks being deployed in Districts by end April 2018.

VC for Orientation

- With all 36 States/UTs – 15th Feb 2018.
- With 315 Districts, states/UTs - 15th March 2018.
- Region based VC's to seek Feedback – 12th to 14th April 2018.

POSHAN Abhiyaan Website

← → ↻ icds-wcd.nic.in/nnm/home.htm#



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- Notifications
- Media **NEW**
- Guidelines
- Release of Funds
- Convergence
- ICT - RTM
- ILA
- CBE
- Pilots & Innovations
- Procurement
- Financial Management **NEW**
- Review Meetings



- ICDS-CAS Portal
- e-ILA Portal
- Events
- NNM States / Districts
- Vacancies **NEW**
- Useful Links
- In Focus



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CBE

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Financial Management

Review Meetings

Review Meetings

- National Workshop on POSHAN Abhiyaan (NNM) on 20-03-2018 at Pravasi Bhartiya Kendra, New Delhi
- An orientation meeting on POSHAN Abhiyaan (NNM) through Video Conferencing/ Webcast on 15-03-2018, 02:00 PM to 04:00 PM
- First Meeting of Executive Committee of POSHAN Abhiyaan (NNM) on 13-03-2018 at Civil Service Officers Institute, New Delhi
- Video Conferencing with all 36 States/UTs on 15-02-2018 at 04:30 PM

ICDS-CAS Portal

e-ILA Portal

Events

NNM States / Districts

Vacancies

Useful Links



In Focus

>> Hiring of Consultants for various contractual positions under National Nutrition Resource Centre- Central Project Management Unit (NNRC-CPMU) under National Nutrition Mission (01 March, 2018)



Thank You

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